

# THE FEDERATION OF STATE BEEF COUNCILS



Funded by Beef Farmers and Ranchers

Building beef demand by inspiring, unifying and supporting an effective state/national checkoff partnership.

## Nebraska Cattlemen's Event Features Fitness Competition



A fitness competition in February hosted by the Nebraska Beef Council at the Nebraska Cattlemen's

Classic in Kearney, Neb., helped showcase the daily physical demands of farming and ranching, while demonstrating how bodies can be successfully fueled with nutrient-dense foods like beef.

The "Beef Strong" event featured seven competitors ages 21 to 70 pushing, lifting and hustling their way through eight obstacles, seeking to complete the course in the shortest amount of time. Each activity represented actual jobs found on a farm or a ranch, such as moving square hay bales, loading feed bags, setting up catch-pens or carrying a calf. The competitors who completed the tasks with the fastest times received beef bundles

courtesy of Nebraska Star Beef.

The event has helped generate positive messaging beyond the Classic. For instance, Wednesdays are now "Beef Strong" days at a local Kearney gym, with those working out wearing Beef Strong shirts during group exercise sessions.

"This event helped highlight the fact that beef helps fuel physical activity and is a great high-quality protein to build and maintain muscle," according to Mitch Rippe, director of nutrition and education for the Nebraska Beef Council. "Whether it's in the gym or on the farm, I can't think of a better way to extend the 'beef as a food for strength' message than that." 🐾



## National Program Helps States Reach Health Professionals

Dozens of state beef councils are taking advantage of the Beef Checkoff Program's Nutrition Seminar Program in 2018. Coordinated by NCBA, a beef checkoff contractor, the program helps councils seeking to inform and better connect with nutrition and health professionals in their states.

As of March 2018, the program has secured speakers to present on nutrition and health topics in 35 states. It's estimated that by the end of the fiscal year (Sept. 30) about 6,200 health and nutrition professionals will have been reached.

Primary themes for the speakers this year are strength, sustainability and strong starts. Among speakers have been Sara Place, Ph.D., senior director of sustainable

beef production research at NCBA; Keith Belk, Ph.D., a professor of animal science from Colorado State University; Drew Sayer, Ph.D., an authority on the Beef WISE Study; Jill Castle, M.S., R.D., a child nutrition expert; Kim Schwabenbauer, R.D., a USA triathlon coach; Keith Ayoob, R.D., Ed.D., a registered dietitian and professor of pediatrics who works on obesity, heart health and family dynamics; and Melissa Joy Dobbins, M.S., R.D., a food and nutrition expert and professional speaker.

Often these speakers present at state academy of nutrition and dietetics meetings. Program coordinators have also secured four speakers to present at meetings attended by family physicians. 🐾

## Family Physicians Connected with Beef Information in Pennsylvania



Nearly 200 family physicians, residents and students from

across Pennsylvania were reached with positive beef messages in early March when the Pennsylvania and Iowa Beef Councils helped sponsor the Pennsylvania Academy of Family Physicians conference in Philadelphia. The event allowed the Beef Checkoff Program to engage directly with this influential group of health care professionals and share the benefits of lean beef in the diets of their patients.

The 3-day conference featured distribution of the Smart Start recipe collection, which encourages physicians to recommend beef as a nutrient-dense option for infants and toddlers through flavorful and nutritious beef meals the whole family can enjoy. Information on American Heart Check-approved recipes shared with attendees also stressed to physicians the importance of lean beef in the diets and how simple lean beef meals can be.

An exhibit at the event reached about 60 attendees – with 100 percent of those polled there saying the positives of beef either strongly or somewhat outweighed the negatives. Finally,

physicians participated in the checkoff-sponsored 2nd Annual Chili Cook-Off competition with six chili recipes featured at an evening reception attended by about 50 physicians.

The Pennsylvania Academy of Family Physicians works on behalf of 5,000 family physicians, family medicine residents and students as a professional member-driven association. 🐾



Physicians at the PAFP Conference enjoyed sampling delicious chili recipes during the chili cook-off reception. Shown with the Northeast Beef Promotion Initiative Director of Consumer Affairs Kaitlyn Carey (center) are chili champion Tammy Bonawitz (left) and runner-up Kurt Ehrenfeuchter.

## Central New York Dietitians Gain Confidence at Meat Case



Eleven registered dietitians in central New York gained more confidence about beef cuts at a February event hosted by the New York Beef Council. The event was held at a TOPS supermarket in Syracuse. Collaborating with the NYBC on the Shopper Guidance in the Beef Case – from Confusion to Confidence event, in celebration of February Heart Month, was the Central New York Dietetic Association.

The training included an education on healthy family meals and exploration of beef cuts and recipes that pair best with seasonal fruits and vegetables. Attendees enjoyed a nutritious beef meal and took home a training binder of resources and recipes, along with produce and one pound of lean ground beef to practice cooking an American Heart Association-

certified recipe at home.

Attendees rated the event highly, with 100 percent saying their knowledge about beef nutrition in heart health has improved.

"Dietitians and retail R.D.s are the go-to sources on wellness," said Cindy Chan Phillips, M.B.A., R.D., NYBC director of nutrition education. "Many are not familiar with the meat case in the stores. The training bridges the gap and helps the R.D.s understand the shoppers' needs and common confusion around buying beef."

Phillips' work with the New York Beef Council is financially supported by the Kansas and Nebraska Beef Councils. 🐾



Central New York dietitians attended a meat case training conducted by the NYBC.

## Just Food Beef Donation Benefits Needy Kansans



The Kansas Beef Council recently partnered with members of the state's beef community, Cattle Empire and Beef Marketing Group to donate 2,000 servings of beef to Just Food, a pantry providing much-needed goods to residents of Douglas County, Kan.

The donation also included a showcase of beef dish recipes, such as an easy skillet chili mac, and KBC hosted a cooking class to show people the best ways to prepare a beef dish. KBC Director of

Communications Scott Stebner said this is the first time Just Food has had this kind of beef donation and event.

The donation was significant, because less than 11 percent of food donations are high-quality protein like beef. "This is a good thing," said one Just Food client. "It's good to try it, and they even show you how to make it with recipes." 🐾

